

[00:00:00] Today is such an exciting day. We have our very first interview here on the multi-passionate mastery podcast.

[00:00:08] And this is not just any interview. This is an interview with the coach who helped this podcast come to be. If you listen to my origin story episode, the very first episode you heard me talk about my podcast coach and how having that accountability. Really pushed me when I was stuck in my head about this entire process.

[00:00:27] So today I'm so excited to bring on my former podcast coach and someone who I still have stayed in touch with because she's an overall amazing human being. Chelsea rife to the show.

[00:00:38] Chelsea is a mindset and podcast coach helping women increase, impact, create new revenue streams and share the unique stories through podcasting.

[00:00:46] She combines her mindset, coaching background. Four plus years of podcast experience and professional training and digital media content strategy and storytelling to bring her clients the utmost value. She's also the host of the top rated podcast in my non expert opinion this show has garnered close to 100,000 downloads discussing travel business entrepreneurship. Mindset and life in general, Chelsea is an Aquarius sun and Virgo moon rising, and a six, two reflector who loves rap music, nature, documentaries, mysticism, reality TV, travel podcast, chocolate, and learning about the mind, body and spirit.

[00:01:25] And she's here with us today. Chelsea, welcome to

[00:01:28] the show.

[00:01:28] Hello. Oh my God. Thank you so much. What a full circle moment. This is so exciting.

[00:01:34] Major full circle moment. I'm so excited that you're hearing that you're the first interview. I feel a little bit nervous because in my mind, you're the interview queen.

[00:01:42] But we're just

[00:01:43] gonna flow. It's gonna be great.

[00:01:44] No, the best conversations are the best interviews. In my opinion.

[00:01:48] Yes. Yes.

[00:01:48] Gonna be great. So let's dive right in with an icebreaker. I would love to know. Do you consider yourself to be multi passionate? And if so, what does that mean to

[00:01:57] you? Ooh. Yes. I definitely consider myself to be multi passionate. And what that means to me is I have really big visions and dreams in my life that don't necessarily have a niche or a specific focus.

And some of those things include travel, writing, podcasting, exercise, the ocean, like there's so many things that I'm interested in.

[00:02:20] So yeah, I am definitely multi passionate.

[00:02:23] Do you feel that. From podcasting for over four years now, do you feel that having that platform to use your voice, to talk about the subjects that you're interested at the time, do you feel that that has contributed to really embracing yourself as a multi-passionate.

[00:02:39] A hundred percent. And it's really funny, you ask this because I had a client who was like, have you ever gone back and deleted old episodes that don't really pertain to what you talk about now? And I was like, not at all, because podcasting, you get to hear and watch the evolution of me change as a human, where I feel like you have that freedom to do because you.

[00:02:59] Podcasting is such a human connection experience where I sometimes find on Instagram, this has happened a lot. I'm like, I wanna delete this old picture. Like that doesn't represent me anymore. I need to like clear my whole feed and just start over again. I've really gone back and forth with like starting a new profile.

[00:03:15] And I was like, but I never have felt that way with podcasting. And I think it's because it has allowed me to explore all these different sides of myself not being forced to niche down or focus on one thing. So a hundred.

[00:03:27] Yeah. So it sounds like for multi-pass, which that's our listeners here, right? Multi passionate creatives, just like us.

[00:03:34] Really. The reason why I wanted to bring you on is because I wanna explore podcasting as potentially the best medium for a multi passionate creative. To be able to fully express themselves without having to filter. And like you said, without having to feel like, oh, am I gonna confuse everyone? If I talk about one topic or a different topic or a different topic, you know, from episode to episode, and this is something that I think you've done really well, whether you've done separate series on your episodes.

[00:04:03] And you've also just done a great job of saying like, Hey today, I just wanna talk to you today. I just wanna share something personal. So, what advice would you have for someone who's multi passionate and who maybe wants to get into podcasting, but feels a little bit intimidated by the entire process.

[00:04:22] Ooh. I would say the first thing is find out what's intimidating. You like, is it just the tech? Is it putting yourself out there? Is it because maybe you're still struggling with being multi passionate and you're like, how are people gonna tune in if I'm talking about different subjects every week. So just find out what that is.

[00:04:40] And then just start to take really small micro actions to work through that. So it's the tech instead of downloading 10 freebies that are all giving tech advice, be like, what's just the very first thing I

need. Okay. Maybe a microphone. Let me just go find a microphone. That's it now. Okay. I got a microphone.

[00:04:58] What's the next thing, maybe a recording software. Same thing with the mindset stuff. If you're like, you know, who's gonna listen to my podcast. When I talk about a million different things, I actually tell my clients this I'm like go find evidence of podcasters that are also doing that too, so that you don't feel crazy or that you're gonna be isolated by doing that.

[00:05:16] Sometimes I have to do this as well, where I'm like, I kind of wanna just do a travel update on my life. And I'm like, who really cares about my travels? And then I go find podcasts that their whole thing is travel updates. I'm like, well, they have a huge listenership and it's just travel updates. So I know a lot of people call those expanders.

[00:05:33] I think that's a really good term because it's showing you what's possible people that are maybe just one to two steps ahead of you. And then also remembering. Think about the, your own podcast, like your, the feed that you listen to go to it right now, go look at all the different things they talk about.

[00:05:49] It's not like I tune into one podcast and they keep talking about the same thing over and over again. They look at it from a different lens. So I love a crystal example and I know you love crystals. Um, A crystal based on where it's at in the light will look completely different, but it's the same exact crystal.

[00:06:06] You didn't go buy a new crystal. It's just the way you put it in the light. That's why I think of topics for your podcast. So if you're an astrologer and you're like, I just don't understand what else I could talk about outside of the signs and the houses in the planets. It's like, keep zooming out and flipping that crystal around.

[00:06:22] There's so many ways to look at that. Like how do people that don't feel like they identify with their sunshine? You know, come reconcile that that's their sun sign or people that really love their north node. Like what do they love about it? You could do a whole north node series. So I always just say like, keep zooming out and being like, what if I just flip this model around or turn it on his head?

[00:06:43] What would it look like? And I think that's the thing with podcasting. I hear this a lot. People are. I know what I wanna talk about, but I feel like I'm gonna run out of ideas after three or four episodes, and I just don't understand how to keep going.

[00:06:56] And that's when I'm like, you have to kind of cut it up and look at it from a totally different angle. So yeah, that's what I would recommend for people that are feeling like they're struggling is identify what it is. And then what microsteps could you take to move forward? Definitely.

[00:07:09] And what I was hearing when you were talking was also just.

[00:07:12] This embracing of curiosity. Right? So if you're thinking like a listener, then you're gonna think based on curiosity. So here's what we talked about in this episode. What might someone want to know a little bit more about, right. Really starting to ask those questions. So I love what you said. That's really, really helpful.

[00:07:30] And also taking it step by step by step. A lot of times we feel like something like a project, like a podcast, it feels really big. And so we are in the mindset. Okay. I'm starting a podcast and we're thinking about the entire process, but when you and I worked together, we really did break it down step by step.

[00:07:48] I think the, one of the first things you had me do was just write a description of the show. And once that was done, then I could move on to the next step. So that was really helpful. And then I do just wanna share, you know, if you are a multi passionate person and you've been wanting to start a podcast and you feel really intimidated by the whole process, there's also no shame in getting support.

[00:08:10] Had already convinced myself that podcasting was right for me, but I still needed that extra support. And that's when I hired Chelsea and she really, really helped me. So what about interviewing Chelsea? Cuz I think that there are some people who maybe they're like, cool. Yeah, sure. I can talk off the cuff and that's fine.

[00:08:29] But some people are introverted and they Don. Really when they think about interviewing someone, they just clam up and they get really nervous. So what advice would you have for someone where maybe they're talking their self out of having a podcast? Just because they don't wanna do interviews.

[00:08:46] I would say the first thing is you don't have to do interviews.

[00:08:48] A lot of people do solos. Your whole first season was solo episodes, and now you're transitioning to interviews. So maybe you just do a season, that's not interviews and you just focus on solos and finding your voice. I think that's something that we forget with podcasting is we're the creative directors and producers.

[00:09:05] We get to do whatever we want. One of the biggest podcasts on Spotify right now is like a two minute astrology update every day. Someone could tell you, I can't believe there's a two minute podcast who would listen to that. Um, it's probably one of the ones I listen to the most because it's my astrological update for the day.

[00:09:21] There's also a podcast that are two and a half hours long that you would think who would listen to that. Well, the beauty of podcasting is you can stop and start and keep going. And this person does really big, deep dives with a bunch of research. And so you wanna kind of hear how it concludes. So I'm just using those examples to show you, you can do what you wanna do.

[00:09:39] So that's my first piece of. Now let's say you're like, but I do wanna interview. I really wanna do it. I just feel, oh, like it's gonna just be so scary. I would just say. The first thing is start with a mindset. I treat every single guest, no matter if they are my next door neighbor or an influencer with 1 million followers as if they're like a coworker.

[00:10:00] So, you know, in the office, when you just go to work and you just had coworkers and colleagues. I would go to lunch with them. I would get coffee and it wasn't a big deal. I never really put anyone on pedestals, like on my team. That's kind of what I treat my podcast guest as.

[00:10:13] So that immediately gets rid of this kind of hierarchy that we make up in our head of like, she's so much bigger than me. She's gonna think that I'm not a good interviewer. Who am I to interview her? I'm like, give it that coworker energy of like, I'm just reaching out to a coworker to have a meeting.

[00:10:29] That's how I think of it. The second thing is. What would you ask them at lunch or coffee? Because what you just said earlier is a perfect example of what I think makes a great interview is curiosity. Genuine curiosity is what fuels great interviews. I think when we try to Polish it too much to. Impress the person or we're trying to be like, I want them to perceive me as this way.

[00:10:53] That's kind of a form of control and like manipulation. If you think about it instead of like, why did you genuinely reach out? There's probably something that peaked your interest about them. Ask them that on air. That's why I love doing interviews because I'm like to be honest, I get to pick someone's brain for free for an hour because I just ask them to be on my podcast and I will ask them stuff that I would ask them if I was in their mastermind.

[00:11:16] If we were at brunch, if it was a weekend night out and I'm like, you don't really get to have that conversation with them if you're in a paid program, because they're more of like a coach or a, a mentor mm-hmm on a podcast, it's more of this human experience where it's. Yeah, let's talk about your favorite food and your favorite thing that you do at work.

[00:11:33] So I think that's something to remember is those conversations are more fun too. Like people kind of turn into autopilot when you ask them the same questions over and over again.

[00:11:42] But when you start asking them personal things, and this is where research becomes really helpful. Go look at their Instagram stories, go listen to them on other podcast. Subscribe to their email newsletters, because that's our little drop little personal gems. So yeah, just get curious.

[00:11:56] And, um, you can also pull your audience to, for questions.

[00:12:00] So let's say you came up with like three questions and you're like, What does my audience wanna know? Ask your audience

[00:12:06] so everyone listening. So the first step is if you are holding yourself back from starting a podcast, because you feel like the interview process is intimidating. The first step is to break down those walls. Think about anyone who you're gonna have on your show.

[00:12:20] Like I guest at a casual brunch, you're at a party and you just happen to strike up a conversation with that person and you're coming at it with curiosity and then just go back and listen to that masterclass that Chelsea just gave us and how to conduct a fabulous interview. Okay. So. When it comes to podcasting something else that I was just listening to.

[00:12:40] You say about like some shows are two hours. Some shows are two minutes. Um, in this season I'm doing quickies, which are one to three minutes every other week. And that's something that I feel is really powerful with podcasting, that there isn't necessarily a baked in algorithm or a set of. For what a perfect podcast is.

[00:13:00] When we look at platforms like Instagram, there are these parameters. There's literally like how big a image can be or how long a reel can be, or, oh, you should use a seven second audio. And that will trend longer and all of these different things. And when we're talking about being creative people and being multi passion, I personally find that having all those parameters, it's like, someone's building a box around you that you have to contort yourself to fit into.

[00:13:27] So I would love to talk about the freedom of podcasting. Like what's your most off the cup episode where you like, where you were thinking, I don't even know if I could pull this off, but I'm just gonna do it. Like what would be an example of just totally breaking the

[00:13:41] box

[00:13:42] on your own? Oh, my gosh. So I remember, I think, yeah, 20, 21 I made the year of like, I'm gonna learn about finances because I turned 30 and I was like, it's time to grow up.

[00:13:52] I can't like, pretend that I don't know how to invest or save or make different accounts. So I made that the year of learning about finances. And I remember thinking I wanna kind of take people along this journey with me and go. Scenes. And then I recorded this whole episode. That was very vulnerable of like how it wasn't even like lessons.

[00:14:10] It was genuinely like, guys, I kind of suck at managing my money. I'm a big spender. I, I listened to that

[00:14:16] episode. I remember that. Yeah. And I felt like I was, I was walking home from like a coffee shop as I was listening to it. And I was like, talking to you. I was like, mm-hmm girl, like me too. Like I was listening to it.

[00:14:27] And it was like being in a conversation with you. So not to cut you off, but yeah, I totally remember that episode.

[00:14:32] Oh, my gosh. Well, isn't that funny? That that was also a year ago and it was that memorable. So this is my point was I remember editing that and publishing it and being like, oh, I think this will resonate with people.

[00:14:41] And then I had this huge wave of. What are you doing? Like you just showed people, you're not an expert. Why would anyone hire you? If you're bad with your money? Like you look really unprofessional. And all this doubt came where I kind of kept being like, should I just delete that? And like, pretend it never went up.

[00:14:56] And then thank God people were DMing me and being like, thank you for sharing. This is so relatable. Um, that really helped me because I honestly was going back and forth being like, I don't know if I shared too much. And if this is like putting me, like putting people off to work with me, and that was something.

[00:15:12] I learned was wow. The more real I am and the more behind the scenes I give, actually, the more people wanna work with me. I think I ended up hiring, signing two clients after that episode. And I was like, wow, that makes no sense. I just told you how I have trouble managing my business finances. And now you're hiring me.

[00:15:28] Like, it was just really interesting. And I'm like, that is a perfect case study of when you lift the hood of the car, you are showing that side of you that no one gets to see, but to your point, there is no way that level of nuance. Absolutely could have not shared that on Instagram, on TikTok, on YouTube.

[00:15:44] Like there's just, it's just doesn't feel safe. I think that's the other thing. It doesn't feel safe that especially if you're a public profile, anyone can just search you and like find you where I feel like podcasting, you have to intentionally opt in and subscribe . So I know that people you don't hate listen to podcasts.

[00:15:59] So

[00:15:59] it's like, I know people.

[00:16:03] Subscribing cuz they actually wanna listen. And so that's something that I learned. I was like, this is fun because I know that people are subscribing, especially listening to me for an hour every week are very invested in what I have to say, which is why I'm no longer scared to be like, yeah, let me tell you how shitty things are in my life right now, because I'm like, That's the real me where I don't think I get that same sense of safety or freedom on Instagram.

[00:16:25] And as we've seen in the last year, so many people getting shut down, flagged spam accounts, you know, , totally like I've seen so many astrologers and spiritual businesses have to deal with these mimic accounts and I'm like, You can't mimic a podcast. You can't, you can't copy and paste someone's podcast.

[00:16:42] So I think that's a thing too. It there's a lot of safety and like, this is my home. So to speak my audio home mm-hmm and like, you can come in if you want. And when you do come in, you're very invested and I feel more free to share with you because it's like, now we're around my camp, my own, uh, what am I looking for?

[00:16:59] I just said campfire fireplace.

[00:17:01] mm-hmm like, it goes like we're at the fireplace. Yeah. Fire fireplace, whatever.

[00:17:05] Where Instagram feels like I'm on a megaphone in the middle of a Plaza, trying to like scream to people and hoping someone listens. Yeah. I don't feel that way with podcasting at all. Mm. So

[00:17:14] it sounds like the format of podcasting, this more long form format being able to talk and express yourself has created that level of safety of being I'm gonna use the word seen it's more like heard, but you know, being seen.

[00:17:27] And it makes a lot of sense because if you think about everything that you shared in that episode, how you were so vulnerable, and I remember you talked. Your childhood, your upbringing, your, your parents influence on you. You talked about places where you thought you were getting help with finances and it kind of didn't work out.

[00:17:42] And you had to take a more practical approach and work with someone one on one and all of these things. It's almost like if you had tried to express that on a different platform, like let's just use Instagram as an example. How would you have done that? You know, when you're, it's, it's really difficult to write a caption like that, that someone's actually gonna sit and read.

[00:18:00] You could maybe go on Instagram live, but it's really kind, I mean, I personally have such a hard time just staying focused. I know we've bonded over this too. Like when I go live on Instagram and then there's random people who come and start like plugging their own businesses. I'm like, this is not clubhouse boo

[00:18:15] or like a guy I hooked up with or something.

[00:18:18] Get out. Okay. Get out. Yes. You're in the

[00:18:20] middle of talking about

[00:18:21] my life. Yeah. So that doesn't really feel like you said as safe. And then stories. I mean, if it gets past a few slides, people are not watching. Okay. People are not watching and reels are not long enough. So, you know, I just, I'm bringing up these points because I really want everyone listening.

[00:18:36] Who's been teetering on that edge of saying, you know, Hey Instagram, isn't working out for me, or I'm putting all this effort into, into Instagram and I'm finding it really hard to be myself on this platform. Or maybe you've even started an email. But you're finding it really hard to write because maybe that's not your first love.

[00:18:55] Maybe that's not one of your passions. Podcasting can be a gateway

[00:18:59] into learning how

[00:19:00] to express yourself into being a little bit more vulnerable and. You know, for my podcast, I haven't gotten there yet where I've done a whole episode. That's kind of like a personal story. I have one where I talk about focus and determination and recording in my mom's closet, but it's not that personal.

[00:19:17] It's not that vulnerable, but there are moments in between episodes where I'll do a little bit more storytelling and I'm sort of working my way up to that. So let's talk about that a little bit for someone who's maybe not going to go. Straight into sharing their whole life story in a full episode. Do you have any tips for how someone could weave in storytelling in between a more structured episode?

[00:19:41] So let's say we have someone who. Is, I'm trying to think of like one of my clients, let's say we have someone who's an acting coach and they're gonna start a podcast, giving acting tips and monologue

tips and things like that. How could that person maybe start to weave in some personal stories while continuing to have it be informative and a

[00:20:01] little bit educational?

[00:20:03] I think exactly what you're saying. Like give those tips and then use yourself as an example in the tips. So maybe the tip is like, um, hire a voice coach to work on inflection. And then instead of moving to tip two, being go to a personal story of, you know, before I hired a voice coach voice coach, I was really insecure.

[00:20:21] I was having all these troubles people made fun of my voice cracking and you know, it was something that was really hard for me to accept support with. But then I hired a voice coach and found my voice and that's what landed me a role. Tip number two blank, blank, blank. So there's a way to add it without you.

[00:20:35] Don't need to go into your whole life story in childhood. And by the way, I didn't even start opening up about my own life. Probably 20 episodes in my first interview was with my chiropractor. like my very first episode, because I was like, I don't wanna share about me. I wanna hear other people's stories.

[00:20:51] Mm-hmm so that could be a way, I know it sounds a little counterintuitive, but maybe you find your voice first by talking to other people. And then you're like, okay, I'm comfortable talking now I can do a little more personal storytelling. So I always think there's ways to bring it in there. I will say too.

[00:21:05] The audience involvement maybe that's it. Hey guys, I'm doing an episode on five tips to land your next big role in a movie. Um, what questions do you have for me? And I'm sure people are gonna ask more personal questions of like, what was it like auditioning for your first role? That's something that you can include.

[00:21:21] Maybe it's a segment in your podcast of I'm answering three listener questions and that's a chance to be more personal storytelling with the parameters of I'm only answering three. This isn't gonna be the whole 60 minute episode. Mm.

[00:21:34] Love that. Okay. These are such great tips. Some of these, I am asking for myself totally like a

[00:21:38] hundred percent I do that too.

[00:21:39] I'm like when I had an astrologer on once I was like, can we just pull out my birth chart? She's

[00:21:43] like, I was like, I just wanna know. Yeah. Why not? So when it comes to podcasting being multi passionate, Having a few different subjects that you wanna talk about and using storytelling. Do you have any examples from your podcast or any client's podcast where this was just done really well?

[00:22:07] I don't wanna only use my podcast as an example, the example that I can give from mine. And then I hope like maybe we can come up with a few others is I love to. It's one of my passions. And so, you

know, when we were working together and planning the first season, I was like, I'm gonna do these interlude episodes.

[00:22:24] And I didn't ask you, like, is it okay if I said, no, I'm going to do this. And I sort of just told you, like what I thought, and I recorded one and let you hear it. And you were like, love it, do it. Like it's ready. Get it out there. So, you know, I think there is a certain level of. Self-confidence that does need to be had in any space where a multi passionate person is saying, I'm gonna express myself in more than one way, but I kind of feel like in some ways, podcasts are not.

[00:22:52] Utilize to their potential, to what they could be for that, like me having a few, you know, episodes pepper in here and there that include my music. That's really just the tip of the icebergs for what's possible on audio. So I'm just curious if there's, even if it's not someone, you know, personally, are there any other examples that you've seen of someone really interweaving multiple

[00:23:12] passions into their show?

[00:23:14] Ooh. Yeah, that's a great question. I think the first thing before I think of a specific example is knowing. You can segment your podcast to, to highlight all your multi-pas. Um, interest. So for example, maybe the first part, like let's use yours, for example, the singing. Yes.

[00:23:33] That was their own episodes. But you could also make that like, Hey, I'm gonna kick off every episode with a poem and then it's gonna move into an interview and then I'm gonna wrap up with a song. So now you just have interviewing and speaking, writing, and poetry and singing all in one. So you can break it up like that.

[00:23:50] Instead of thinking this whole episode has to be an interview or this whole thing needs to be one topic. This just actually occurred to me the other day, where I'm like, I should do episodes that are like half personal updates and then. Interviews, instead of breaking them up and doing a soul in an interview where it's me 30 minutes talking about a subject and then for the other half, bringing in an interview to, to round out the content.

[00:24:11] So now I'm getting a little bit of both without having to separate them and without having to do a 60 minute interview or a 60 minute. So, and I do an hour long episode because I am a verbal processor. And I love talking as you guys could probably tell, but again, you can make it work for you. You could do 15 minute episodes and it's half and half of whatever you want.

[00:24:28] Um, I'm also thinking. Myself. As an example, recently, I had this kind of aha moment where I'm going on a four month international trip coming up and I'm like, I really wanna do more behind the scenes storytelling. That's not just like best travel tips to pack or like best beaches. I wanted to actually be like, Here's how it is adjusting to this culture and being American.

[00:24:52] And here's the hardest thing that I struggle with. And then maybe bringing someone in from that culture. Now that could be a part of my current podcast, or I could make that a bonus limited series where I'm like, Hey, for the next four months, I'm gonna have a limited series. It's actually gonna come out on Mondays and it's gonna be all about travel and adjusting a new culture.

[00:25:11] So now I get to talk about travel. Have a whole dedicated series. It has those parameters where I'm like, I'm giving it four months and then it's stopping. You know, Mondays are travel episodes and then Fridays are my usual quote unquote content.

[00:25:24] Um, and then also just knowing. You can evolve your podcast. Mine used to be heavily into like health and wellness. Then I totally shifted to like travel and like random life updates about dating. Then it shifted into like late the whole past two years since I started my business, it's a lot of entrepreneurship and business.

[00:25:41] And the next few months it's gonna shift a lot, probably into travel and adjusting to different cultures. And that's okay because I'm multi passionate and I'm a human and I evolve. So knowing like the way you start your podcast does not mean you have to keep going that way.

[00:25:56] and like what? I hope that everyone listening is just.

[00:25:59] What a sigh of belief that is to hear that, to have a platform that can evolve with you. And I think there's something a little bit more personal about someone binding your podcast and listening in and getting to hear those stories that you're telling that express your evolution, because it's not like you went straight from, and let's talk about this a little bit.

[00:26:20] So I imagine I don't wanna make assumptions, but I imagine that it's not like you went straight from health and wellness. And then, oh, boom, I'm gonna go to entrepreneurship. Right. And mindset and things like that. I'm sure that throughout that process, as you were transitioning, you were bringing your listeners into the fold and something that I tell my clients all the time when we're on coaching calls, because a lot of multi passionate come up against this at one point or another, whether it's I have multiple offers and I don't wanna confuse my audience or something like I have a podcast and I started it this way, but I wanna move it to this.

[00:26:54] And my answer is. When you watch. Okay. So lately I've been watching stranger things. Okay. Season four, it's lit. So I've been watching it. And when they introduce new storylines, I don't turn off the TV cuz I'm so confused. And I'm like, I want nothing to do with this show anymore. Like how dare they? I'm so confused.

[00:27:12] No. They are telling a story and they're writing it well, and they're integrating everything and everything's connected. So through storytelling, I can keep, keep up with four or five different storylines on one show. And I appreciate that about the show. And I really think it's the same way with having multiple offers or bringing your podcast to a new subject.

[00:27:32] But from your perspective, you know, how has storytelling or just. Not even necessarily storytelling, but not hiding the process. Cuz sometimes we hide the process. We wanna have everything buttoned up and perfect before we present it. But when we bring people into the process, it takes so much pressure off of ourselves.

[00:27:50] Did you find that it was the same way for you with evolving your podcast?

[00:27:54] Yes. Because when you think about the ingestion of the way. Listen a podcast. It's a very intimate experience hearing someone's voice in your ears for a very specific, dedicated amount of time. Instagram is scroll, scroll, scroll, tap, tap, tap.

[00:28:08] You're literally ingesting probably 50 messages. Probably more than that. In five minutes with a podcast it's like add up, literally, go add up the hours of content of your favorite podcasters. You've probably listened to them for hours and hours and hours on end. So you develop a much deeper connection with them.

[00:28:26] So when they pivot or they're like, "Hey, I'm actually not gonna talk about this thing anymore." You're not even confused because you've been listening to them and you probably slowly heard that evolution. This just happened to me with mindset coaching. I used to only do mindset coaching and not even podcasting at all.

[00:28:41] And I slowly started to realize I need. Pivot completely to podcast coaching. And I thought that would really upset my mindset, coaching clients, or people would be really confused. Like, wait, how did you just go from this to this? This makes no sense. Like I thought I was gonna like lose my business and just have to completely shut it down.

[00:28:58] And I was like, I could talk about this on the podcast, instead of, like you said, trying to make a little, like 200 character caption or explain it on an Instagram live where like five people are gonna jump on. And, and one of them is my mom. I'm like, why would I do that when I can give an hour or, or whatever, less of space to explain myself in a way.

[00:29:18] And so I was like, Hey guys, I have updates. Here's what's happening. And then I walked them through why this was happening, what to expect moving forward. It was just a very honest conversation. And it's almost like if you think about it, these are conversations I would have with my clients one on one, or like in an email, but I was doing almost like a.

[00:29:35] PSA to all my listeners. Mm-hmm so that it wasn't confusing. And you know what? This is also a marketing thing. I can, I can refer back to that. So if someone's like, Hey, I, you know, I thought you used to do mindset coaching. What happened? I could be like, oh, I shifted a podcast coaching. Here's a link. If you wanna go check it out, I explain more about it.

[00:29:52] So now you don't have to walk through this whole explanation. I've done that several times where I'm like, let me. Take you behind the scenes of the process and people are so understanding. No one was upset. My business did not burn to the ground. And it was because I think people had more empathy because they heard me go through that evolution on the podcast.

[00:30:10] Mm. Yeah. Yeah. And just being, I think there's something about. When you pivot, you invite your community to pivot with you. And some people come with you and some people don't, and it's not about forcing anyone to come with you or pressuring anyone, but it's extending an invitation. Here's where we're going.

[00:30:27] I'd love for you to come if this is for you. And if not, it's totally fine. And I hope that, you know, everyone listening, who's multi passionate. You, you have a pivot coming. Like if you didn't recently pivot, you have one coming. It happens. It's a part of our process is multi-passionate, we're refining, we're learning more and we're gonna pivot, and it might be a small, like a small change, or it might be a big change, like completely changing your offer.

[00:30:49] So I really love hearing that story because I just think it's so encouraging. We've, we've gone over so many positive things about the intersection between being multi, passionate and podcasting from just the fact that. It isn't this strict, there aren't these strict parameters on the platform that you really can get comfortable speaking to people.

[00:31:13] You can even grow your community by asking people to submit questions and answering them on the podcast. And then circling back saying, Hey, answers your question, DM them in, follow up, asking how they liked it. Right? There's so much opportunity this opportunity to tell your story and to also interview people with that spirit of curiosity, like you're at a fun, brunch and learn.

[00:31:33] So much. So I really think we have cover if, if someone's listening to this and is not convinced by this point, that they wanna start a podcast, then you know, my name is not joy, so , I think we've really done a good job of that. So now I would like to just go over very, very practically let's say someone's fully convinced, like great.

[00:31:53] Just tell me how to get started. So I would love to know. For someone who is completely new to podcasting and please feel free to plug your services and everything that you have to offer. As you answer this, what would be the first three steps you would, you would ask someone to take if they were completely new, but ready to

[00:32:10] start a podcast.

[00:32:12] Ooh, the very first thing I would ask is how much time do you have to dedicate to this? Or what is your energy level? Because I think we tend to look at the models that we listen to most. And we're like, oh, I listen to an hour episode weekly, I'll do an hour episode weekly and we don't consider wait, I have a full-time job or a kid or a dog.

[00:32:32] Like, I don't know how that's gonna work. So first of all, just jotting down. Like how much time do I have to dedicate? And where could this fit into my life? The second thing. Brain dump what you wanna talk about. And this is gonna be really fun for multi fashionist, because you can go wild, right? It could be yoga, art, like nature, chocolate, all the things I love.

[00:32:51] Um, all these different things so that it gets you excited because you're like, these are all pieces of content. Like my interests are now episodes that I can spread out and look at from so many different angles. So I would brain dump, like, what do you wanna talk about? And then the third thing, these are more like mindset things first, and then I'm gonna give you more like tech things.

[00:33:10] Okay. The third thing I would do is then this is like kind of a brainstorm session. Try to make up five different ideas for each of those topics. So let's say you're like, I love art. I'm a graphic designer.

And I wanna just talk about how beautiful design can boost your. Okay. Maybe that's one episode is how graphic design can boost your business.

[00:33:31] Then maybe you do another episode where you interview another graphic designer who was featured on, you know, the New York times and how her design got her, that feature. Then you do a whole other episode on like the softwares that would make your graphic design process easier and how you don't have to.

[00:33:49] you know, use can every day there's other options and that might work better for you. So you, you just keep drilling it down so that you don't feel like you're gonna run outta content, because I do see this a lot. People are like, I have all these ideas, but I've just recorded three episodes. And now I feel like I'm like done with my podcast.

[00:34:03] So I'm like forced yourself to come up with like five to 10 ideas and nothing is off limits. You're just brainstorming so that you feel like that sense of relief. Like I'm not gonna run out of ideas. Um, of course I'm gonna keep going. Whenever people say that I. That's like telling me you have nothing to talk about at dinner for the rest of your life.

[00:34:20] Like, what would you talk about at dinner or lunch for the rest of your life? That should be what your podcast is about. Now tech wise, this is where people get really caught up too. Cuz they start looking at the internet and they're like, I need a studio. I need a pop filter. I need a cord. Like which microphone do I get?

[00:34:36] I'm like, let's take a deep breath. And I would say the first thing that you need, um, you don't even really need a microphone. You could use the voice memo option on your phone, but I would recommend a microphone. You can get a cheap one. Anywhere from 20 to \$50, the one I have is probably \$99 and that's because I podcast every week, I might even upgrade mine, but in the beginning, guys, my first 60 episodes were done on my voice memo on my phone.

[00:35:02] Mm-hmm so I did it in a closet in the voice memo where I would find a quiet space and I did not spend money on a microphone for the first 60 episodes. Like that's a lot to do on a voice memo on your phone. So yeah, find a microphone. The second thing you need is a host site because that's where your podcast is gonna go.

[00:35:19] And then the third thing is editing software. So, or editing tools because you need to edit. Yeah. So, or you can hire an editor so you can find one mm-hmm and yeah, I can absolutely help with all that. That's what I helped you do. That's what I helped my clients. Do. I walk you through the tech piece and then we also go through the brainstorming and the content planning so that you don't feel like you are.

[00:35:39] Great on the tech, but then you're like, I don't know what I'm gonna talk about. Or on the flip side, you're like, I do know what I'm gonna talk about, but I'm so not tech savvy. We're gonna combine both. And then I have templates and resources to help you. So if you're like, I wanna hire an editor, I have a directory.

[00:35:54] If you're like, I wanna interview people. Now I have a podcast swap directory. So like I have all these tools and things to help people because I've done this for so long. Now I can definitely see where people get caught up and I wanna make sure that you don't feel. If there's one thing that's just stopping you.

[00:36:07] I want you to feel confident and relaxed when doing a

[00:36:10] podcast. Yes. And I can definitely attest to being your client. I mean, I was ready to like hire you again for season two, but I actually wanted to flex my trust muscle of okay. Like I've learned a lot. I wanna trust myself to, you know, get this all mapped out on my own.

[00:36:25] I was able to do it, but there are still things that I would love help with like sponsorships and not feeling nervous about pitching that. How to, you know, position my podcast and when it comes to that and monetizing it. So, you know, there are definitely stages to this. And what I will say is because Chelsea is such a seasoned podcaster as your podcast coach, she can really help you through whatever stage you're at.

[00:36:48] So even if you fast forward through most of this, because you're like, uh, yeah, I love podcasting. I've been podcasting. If you're ready to take it to the next level. I also just wanna say, Chelsea can also help you do that. So we will link all of her information down in the show notes so that you can keep in touch with her and Chelsea I'm in.

[00:37:04] Inspired by our interview today. And I was wondering if I could ask you a couple of like, just quickfire personal fun questions. Yes. Well we, well, I think we did really great on the podcast subject. Yes. Okay. So I know that you love to travel. I would love to know what's your wildest travel story. Like funniest just most out of pocket, something that you're almost like you can't write this stuff.

[00:37:26] Oh my gosh. I'm trying to think of one. This one popped to me the other day where, okay. I was studying abroad and we went to this place called VEA in Spain. And it's a really small place. Like I bet half the listeners haven't even heard of it. And so we're like, it's small. No, one's gonna be there. Like we we'll just book a hotel when we get there.

[00:37:43] So we got there and there were probably seven of us and we're like, yeah, we'll just get two rooms and I'll split up. And again, it's a small town in the middle of nowhere. Why would anyone be. Well, apparently that weekend, there was like some huge festival going on or something that all the hotels were booked, but this one place had one room open, but they're like, you've got you seven of you cannot stay in there.

[00:38:03] Like that's impossible. And we're like, okay, what are we gonna do? Like, we, it was a really far trip. Like you couldn't just turn around and go back to where we came from. And there was nowhere to stay. So we're. Okay. What, like maybe we just need a book, a room and then we're gonna have to sneak some of us in and look like we're not all going to the same room, so they don't notice.

[00:38:23] So that's what we decided. We're like, well, we'll just take that room. And four of us will go and the other three will find another place. And they're like, sounds great. But we weren't gonna do that.

We were all gonna fit in that room, but seven people don't fit in two beds. So we got pool floaties and made beds on the ground.

[00:38:39] We literally blew up all these pull floaties and some people were sleeping on, pull floaties on the ground. People were all over. We didn't like, we did not plan this. All people were sleeping miserably. You could just hear the pull floaties squeaking all night. It was a mess, but I was like, we can't go back.

[00:38:56] Like we need to sleep somewhere. So yeah, sleeping on pull floaties was probably one of the most wildest things that we've had to do in the sake of like getting a place, safe place to sleep.

[00:39:05] How many days were you

[00:39:06] there? I think just a weekend, like two nights a, but it was still okay. Thank goodness. Yeah, people were like, I'm not sleeping on the floaty tonight.

[00:39:13] Like I'm switching to the bed. I'm like, I'm not sleeping on the floaty. It was hilarious. Oh my

[00:39:18] goodness. Um, I don't travel as much, so I don't have that many crazy travel stories, but there's one time where I went to The Bahamas. And I was, I was fresh outta high school. It was like a graduation trip. So I went with a few of my friends and my mom gave me her vintage black leather bikini.

[00:39:35] It was so cute. And I was like, much more fit back then. So it was fire and it was like this tie bikini and it was black leather and it had this. Fringe that was like leopard. And so I'm laying out in the middle of this raft at like the, this resort in The Bahamas. And all of a sudden, I see like a dark red kind of like.

[00:39:57] Color in the water around me and my raft. And I'm like, oh shit, did I just get my period? So I'm freaking out. I am like, I have to go. I have to go. I go back to the room and I'm like, oh no, I started my period and I go into the bathroom and it turns out. The bathing suit is just so old that the color was leaking from the bathing suit.

[00:40:18] I was not in my period at all. So I had a whole freak out. It was shark . Yeah, no. Oh gosh. Thank goodness. No, it was like a resort. We were like a, like a pool. So, yeah, but it was like embarrassing for no reason, cuz it was just the bathing suit. It was a little bit too old to continue being worn. It was like 20 years

[00:40:35] old.

[00:40:36] Oh my God. thank God.

[00:40:38] Well, Chelsea has been so great having you on the show. Again, we will link to all the resources that Chelsea has for you all in the show notes. Please keep in touch with her and don't forget to go listen to my non-expert opinion. It's a fabulous show.

[00:40:51] You're gonna get so much information about so many different topics. Chelsea, it's been so great having you on. Thank you so much. Thank you.

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